MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMK 3164 – INDUSTRIAL MARKETING

(All sections / Groups)

25 FEBRUARY 2017
9.00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages including cover page with 5 Questions only.

2. Attempt all **FIVE** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please all your answers in the Answer Booklet provided.

QUESTION 1

For a strategy to succeed, individuals in a company must understand and share a common definition of a firm's existing business concept. For example, ask any employee at Dell and they will tell you about the "Dell model" that sets them apart from competitors. A critical component of a business model is the core strategy. Explain the key elements that are involved in setting a core strategy.

(Total: 20 marks)

QUESTION 2

Strategic decision making is often described as a rational and deliberate process but, in turbulent markets, new technology and rapidly-changing customer expectations can upset the established order. Given the unstable state, describe the characteristics that separate winners and losers in high-tech markets.

(Total: 20 marks)

QUESTION 3

An efficient and effective supply chain can be a powerful competitive weapon for any company. Briefly discuss the four major goals of supply chain management with appropriate examples.

(Total: 20 marks)

QUESTION 4

For most business marketers, the amount of the promotional budget spent on personal selling far exceeds expenditures on advertising. In addition, it is nearly impossible to evaluate the impact of advertising on industrial sales. Given this situation, should business marketers advertise? Justify your answer.

(Total: 20 marks)

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QUESTION 5

With the balanced scorecard, executives can now measure how their business units create value for current and future customers and how they must enhance internal capabilities and the investment in people, systems, and procedures necessary to improve future performance. Illustrate the four perspectives of organizational performance that are considered in the balanced scorecard approach.

(Total: 20 marks)

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